


A hiker with a backpack stands on a rocky outcrop, looking out over a vast mountain valley. The valley is filled with a large debris fan, a mix of light-colored rocks and sand, and patches of green forest. The mountains are rugged and rocky, with some snow or light-colored rock near the peaks. The sky is overcast. A red triangle is in the top right corner.

Client Disclosure Report 2019 – 2020

**We declare a climate
emergency (too).**



Along with many of our peers, we choose to respond to the call by Extinction Rebellion (XR) for advertising agencies to ‘declare a climate and ecological emergency’.

We commit to revealing the percentage of our company turnover by industry category including fossil fuel companies and other high carbon clients.

Furthermore, we commit to not working with fossil fuel companies and other companies that have a disproportionately large impact on the environment.

Digital for good

Since 2000, we've been committed to helping socially and environmentally progressive organisations make the most of digital.

Torchbox is an employee-owned digital agency. We help tomorrow's nonprofits create digital products and services fast, and transform their organisations along the way.

We are the founding developers of the Wagtail CMS and lead

the open source project for the benefit of thousands of organisations worldwide.

Finally, we provide digital marketing services to charities and nonprofits: online advertising, email marketing, SEO and data analytics.

% turnover from potentially controversial clients*

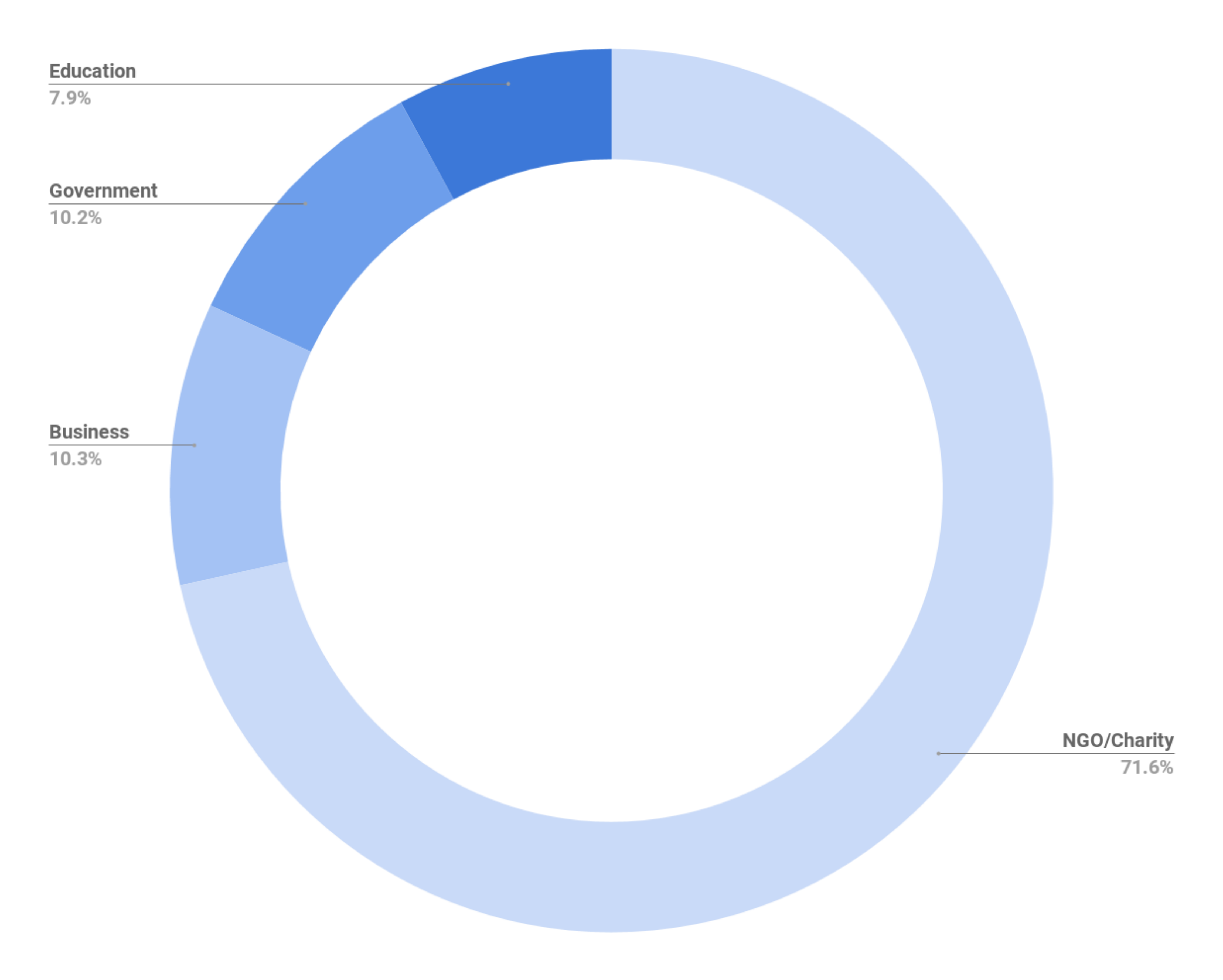
Arms	0%
Politics	0%
Tobacco	0%
Religion	1.92%
Pornography	0%
Alcohol	0%
Gambling	0%

% turnover from high carbon clients

Coal, oil and natural gas	0%
Private cars	0%
Iron, aluminium and steel manufacture	0%
Concrete and cement	0%
Aviation	0%
Chemicals and petrochemicals	0%
Trucking and shipping	0%
Meat and dairy	0%
Timber, pulp and paper	0%
Plastics	0%

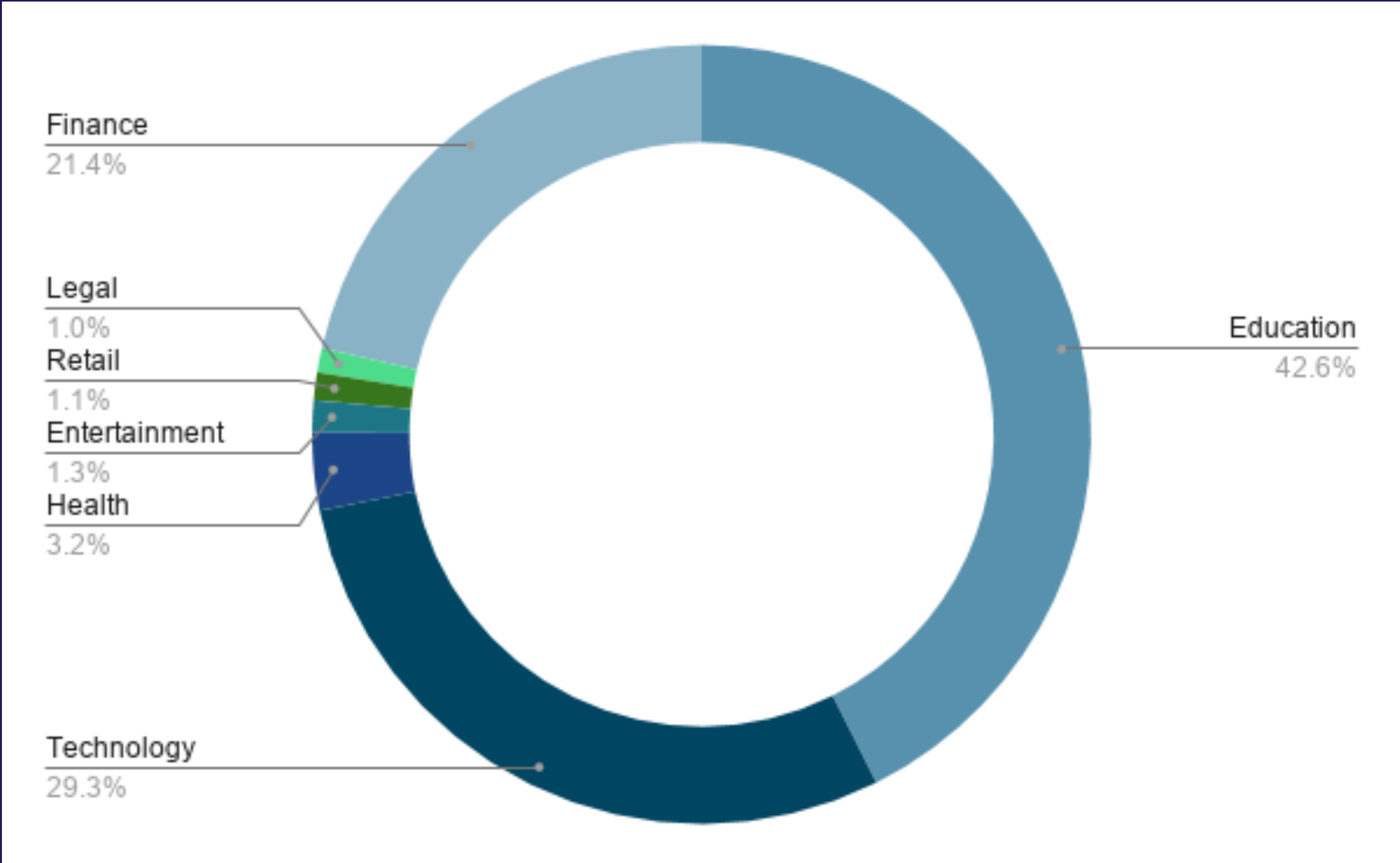
* This list of potentially controversial sectors is taken from the International Finance Corporation and ethical investment criteria.

Breakdown of income by sector



77.6% of income was from clients in the UK, 18.8% the USA, 1.4% Malta, with Switzerland, Ireland and Kenya making up the remainder (all under 1%.)

Of the 10.3% of clients defined as 'Business', a further breakdown by sector is shown in the chart to the right.



Five largest contracts

1. We supported a large sports charity with bespoke application development across a number of key services.
2. We designed and developed a custom web-based course management system for a major US University in the area of virtual, experiential learning.
3. We supported a national UK charity with the research, design and implementation of a new Wagtail powered website and intranet and developed an innovative new chat-based service delivery channel with them.
4. We discovered, designed and developed the website for a major UK development NGO, re-platforming them to Wagtail from Sitecore.
5. We redeveloped the website of a world leading UK higher education institution.

To echo the words of Futerra, we will continue to report this way in the future because our industry is not neutral in the climate emergency.